

5. AN AMENDMENT TO BE OFFERED BY REPRESENTATIVE  
Smith OF Washington, OR HIS  
DESIGNEE, DEBATABLE FOR 5 MINUTES:

94

**AMENDMENT TO H.R. 5658, AS REPORTED  
OFFERED BY MR. SMITH OF WASHINGTON**

At the end of title X, add the following new section:

1 **SEC. 1071. COMPREHENSIVE INTERAGENCY STRATEGY FOR**  
2 **STRATEGIC COMMUNICATION AND PUBLIC**  
3 **DIPLOMACY ACTIVITIES OF THE FEDERAL**  
4 **GOVERNMENT.**

5 (a) **COMPREHENSIVE STRATEGY.—**

6 (1) **STRATEGY.**—The President shall develop a  
7 comprehensive interagency strategy for public diplo-  
8 macy and strategic communication that updates and  
9 builds upon the strategy outlined by the Strategic  
10 Communication and Public Diplomacy Policy Co-  
11 ordinating Committee in the publication titled “U.S.  
12 National Strategy for Public Diplomacy and Stra-  
13 tegic Communication” (June, 2007).

14 (2) **CONTENTS.**—The strategy required by this  
15 subsection shall contain overall objectives, goals, ac-  
16 tions to be performed, and benchmarks and time-  
17 tables for the achievement of such goals and objec-  
18 tives.

19 (3) **COMPONENTS.**—The strategy shall include  
20 the following components:

1 (A) Prioritizing the mission of supporting  
2 specific foreign policy objectives, such as  
3 counterterrorism and efforts to combat extrem-  
4 ist ideology, in parallel and in complement with,  
5 as appropriate, the broad mission of commu-  
6 nicating the policies and values of the United  
7 States to foreign audiences.

8 (B) Consolidating and elevating Federal  
9 Government leadership to prioritize, manage,  
10 and implement the strategy required by this  
11 subsection, including the consideration of estab-  
12 lishing strategic communication and public di-  
13 plomacy positions at the National Security  
14 Council and establishing a single office to co-  
15 ordinate strategic communication and public di-  
16 plomacy efforts.

17 (C) Improving coordination across depart-  
18 ments and agencies of the Federal Government  
19 on—

- 20 (i) strategic planning;  
21 (ii) research activities, such as re-  
22 search into the attitudes and behaviors of  
23 foreign audiences; and

1 (iii) the development of editorial con-  
2 tent, including content for Internet  
3 websites and print publications.

4 (D) Developing a more rigorous, research-  
5 based, targeted approach to strategic commu-  
6 nication and public diplomacy efforts, with ef-  
7 forts differentiated for specific target audiences  
8 in various countries and regions.

9 (E) Developing more rigorous monitoring  
10 and evaluation mechanisms.

11 (F) Making greater use of innovative tools  
12 in strategic communication and public diplo-  
13 macy research and operations, including new  
14 media platforms and social research tech-  
15 nologies.

16 (G) Making greater use of participation  
17 from private sector entities, academic institu-  
18 tions, not-for-profit organizations, and other  
19 non-governmental organizations in supporting  
20 strategic communication and public diplomacy  
21 efforts, including the consideration of estab-  
22 lishing an independent, not-for-profit organiza-  
23 tion described in subsection (b).

1 (H) Increasing resources devoted to stra-  
2 tegic communication and public diplomacy ef-  
3 forts.

4 (4) REPORTS.—

5 (A) INITIAL REPORT.—Not later than De-  
6 cember 31, 2009, the President shall submit to  
7 the appropriate committees of Congress a re-  
8 port that describes the strategy required by this  
9 subsection.

10 (B) SUBSEQUENT REPORTS.—Not less  
11 than once every two years after the submission  
12 of the initial report under subparagraph (A),  
13 the President shall submit to the appropriate  
14 committees of Congress a report on—

15 (i) the status of the implementation of  
16 the strategy;

17 (ii) progress toward achievement of  
18 benchmarks; and

19 (iii) any changes to the strategy since  
20 the submission of the previous report.

21 (b) STUDY OF INDEPENDENT ORGANIZATION.—

22 (1) STUDY.—The Secretary of State and the  
23 Secretary of Defense shall jointly conduct a study  
24 assessing the recommendation from the Defense  
25 Science Board's Task Force on Strategic Commu-

1       nication to establish an independent, not-for-profit  
2       organization responsible for providing independent  
3       assessment and strategic guidance to the Federal  
4       Government on strategic communication and public  
5       diplomacy.

6       (2) SCOPE.—The study shall include—

7               (A) an assessment of the benefits gained  
8               by establishing such an organization; and

9               (B) an outline of the potential framework  
10              of such an organization, including its organiza-  
11              tion, mission, capabilities, and operations.

12       (c) REPORT ON ROLES OF DEPARTMENTS OR AGEN-  
13       CIES OF THE FEDERAL GOVERNMENT.—

14       (1) REPORT.—Not later than June 30, 2009,  
15       the President shall submit to the appropriate com-  
16       mittees of Congress a report—

17               (A) describing the roles of the Department  
18               of State and the Department of Defense re-  
19               garding strategic communication and public di-  
20               plomacy; and

21               (B) assessing proposals to establish an  
22               independent center to support government-wide  
23               strategic communication and public diplomacy  
24               efforts, including the study described in sub-  
25               section (b).

1           (2) REPORT ELEMENTS.—The report shall con-  
2       tain the following:

3           (A) A description of activities performed  
4       by the Department of Defense as part of stra-  
5       tegic communication, including—

6           (i) efforts to disseminate directly to  
7       foreign audiences messages intended to  
8       shape the security environment of a com-  
9       batant command;

10          (ii) psychological operations, including  
11       those in direct support of contingency op-  
12       erations other than Operation Enduring  
13       Freedom or Operation Iraqi Freedom, that  
14       are intended to counter extremist and hos-  
15       tile propaganda or promote stability and  
16       security; and

17          (iii) public affairs programs to shape  
18       the opinions of foreign audiences.

19          (B) A current description of activities con-  
20       ducted by the Under Secretary for Public Di-  
21       plomacy and Public Affairs at the Department  
22       of State, including—

23          (i) outreach to mass audiences and  
24       strategic audiences, such as opinion mak-  
25       ers, youth, and other targeted groups,

1 using media, lectures, information centers,  
2 and cultural events;

3 (ii) use of interactive media tech-  
4 nologies, such as Internet blogs and social  
5 networking websites, to build relationships  
6 and to counter extremist groups using  
7 similar media;

8 (iii) education and exchange pro-  
9 grams;

10 (iv) book translation; and

11 (v) work with non-governmental orga-  
12 nizations and private-sector partners.

13 (C) A definition of the roles of the offices  
14 within the Department of State and the De-  
15 partment of Defense that are engaged in mes-  
16 sage outreach to audiences abroad.

17 (D) A detailed explanation of how the De-  
18 partment of State and the Department of De-  
19 fense perform unique strategic communication  
20 activities and public diplomacy activities.

21 (E) An explanation of how the Department  
22 of State and the Department of Defense coordi-  
23 nate strategic communication and public diplo-  
24 macy activities in—



1 (i) using polls, focus groups, and  
2 other measures to learn the attitudes and  
3 behavior of foreign audiences;

4 (ii) publishing editorial content on  
5 Internet websites and in print media;

6 (iii) organizing field support for mili-  
7 tary information support teams, civil af-  
8 fairs, and other shared activities;

9 (iv) using foreign-directed education  
10 and training resources; and

11 (v) training personnel in both depart-  
12 ments by exchanging faculty and students  
13 of the Foreign Service Institute, the Army  
14 War College, the Naval War College, and  
15 other similar institutions.

16 (d) FORM AND AVAILABILITY OF REPORTS.—

17 (1) FORM.—The reports required by this sec-  
18 tion may be submitted in a classified form.

19 (2) AVAILABILITY.—Any unclassified portions  
20 of the reports required by this section shall be made  
21 available to the public.

22 (e) APPROPRIATE COMMITTEES.—For the purposes  
23 of this section, the appropriate committees of Congress are  
24 the following:

1           (1) The Committees on Foreign Relations,  
2           Armed Services, and Appropriations of the Senate.

3           (2) The Committees on Foreign Affairs, Armed  
4           Services, and Appropriations of the House of Rep-  
5           resentatives.

